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ABSTRACT

A study was conducted to determine the treatment of intrapersonal communication in basic communication course texts published in the last 10 years. Only 29 of the 77 textbooks surveyed covered the topic at all, and many of those treated it in a superficial manner. After being divided into two categories according to subject matter, public speaking texts and hybrid texts, the books were categorized according to the way they explained intrapersonal communication. Most described the concept as a kind of self-communication, self-monitoring, or thinking. Not surprising was the finding that hybrid texts were more likely to include the concept, but very surprising was the fact that pre-1980 textbooks mention the concept more frequently than post-1980 ones. Six books devoted the most space to the concept or used unique approaches: W.D. Brook's "Speech Communication," Zimmerman's, Owen's, and Siebert's "Speech Communication," Myers's and Myers's "Communicating When We Speak," Hopper's and Whitehead's "Communication Concepts and Skills," Loren Reid's "Speaking Well," and Crable's "Using Communication." Tables of results and a list of the texts surveyed are included. (JL)

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INTRAPERSONAL COMMUNICATION AND PUBLIC SPEAKING: TREATMENT OF THE CONCEPT IN BASIC TEXTS

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This study of intrapersonal communication in basic course texts includes a survey of 77 textbooks published between 1972 and the present. The purpose of the survey was to examine those textbooks for their treatment of intrapersonal communication. First, we will examine the texts to discover how they treated the concept. Second, we will examine the texts by date and type to see if the concept has been treated more or less often over time. Finally, we will look more closely at the few textbooks whose authors covered the concept more fully or more uniquely than the others.

As indicated in Table 1, only 29 of the 77 textbooks covered the topic of intrapersonal communication at all. In many of those the concept is treated in a superficial manner, often with a simple definition stating that intrapersonal communication is "talking to one's self." To simplify the category system, the textbooks were divided into two categories: public speaking texts and hybrid texts. The latter typically cover public speaking and a number of other subjects such as dyadic communication, small group communication, interviewing, and the like. A second part of the analysis was to examine the treatment of the concept by discovering how it was explained. Five categories emerged: (1) examination of intrapersonal communication in topic selection, (2) the relationship between self-concept or awareness of self and intrapersonal communication, (3) intrapersonal communication as thinking, (4) intrapersonal communication as the act of projecting one's self into a communication situation, and (5) intrapersonal communication as congruence. In two cases the concept was covered in a manner that allowed its inclusion in two categories

(2 and 3 above). The table indicates clearly that in both public speaking and in hybrid books the concept is most often described as a kind of self-communication, self-monitoring, or cognitive phenomenon most easily labeled as "thinking." A close second in hybrid books was the relating of intra-personal communication to self-concept or awareness of self. Only four texts treated the concept in a manner distinctly different from those two most common means of handling the idea of intrapersonal communication.

	PUBLIC SPEAKING	HYBRID TEXTS
Topic Selection	1	
Self-Concept or Self-Awareness	1	7
Thinking	7	11
Projecting		1
Congruence	1	

TABLE 1

Table 2 indicates how public speaking texts and hybrid texts treated the concepts over time. For simplification, the analysis breaks the texts into pre-1980 and 1980 to present and indicates whether or not the texts mentioned the concept.

	PUBLIC SPEAKING TEXTS		HYBRID TEXTS	
	Yes	No	Yes	No
Pre-1980	8	20	8	2
1980-Present	2	21	7	7

TABLE 2

As the figures indicate in Table 2, books that fall into the category of hybrid, fundamentals or survey texts, are more likely to include the concept of intrapersonal communication. That result is not surprising. A result that is surprising is that the pre-1980 textbooks mention the concept more frequently than do the textbooks published from 1980 to present. On the other hand, hybrid textbooks are more likely to mention the concept in the 1980 to present group. Even at that, half of the texts surveyed in the hybrid category failed to cover the concept even though those books nearly always attempt to survey communication contexts. The strongest generalization to emerge from the data is that neither public speaking nor hybrid texts are diligent about including the concept of intrapersonal communication.

Next we will look briefly at those few textbooks that treat the concept of intrapersonal communication either thoroughly or uniquely or both. The survey is not difficult because very few texts go beyond superficial mention of the topic.

The textbooks in the survey that devoted the most space and description to the concept were W.D. Brooks' Speech Communication (2nd ed., 1974), Zimmerman, Owen, and Siebert's Speech Communication (2nd ed., 1980), and Myers and Myers' Communicating When We Speak (2nd ed., 1978). Brooks discusses intrapersonal communication under the aegis of "Basic Elements in the Individual's Communication System" and relates the concept to three classes of elements: "receivers, brain, and transmitters." Intrapersonal communication is related, then, to perception, processing and symbolization, and the storing and recall of information.

Zimmerman, Owen, and Siebert include an entire chapter to intrapersonal communication in which they "define intrapersonal communication as a study of the ways in which we develop repertories of thoughts, feelings, and behavioral acts due to our unique history of interaction within a social community" (p. 30). They relate the concept to development of "self," thought or cognition, language, feeling, and action.

Myers and Myers link intrapersonal communication to its manifestation in interpersonal communication, discuss the concept as a level of communication, and diagram the intrapersonal scope into its intellectual, skills, and emotional levels in a succinct diagram.

Among the unusual approaches is Hopper and Whitehead's approach in Communication Concepts and Skills (1979). They relate intrapersonal communication and self-concept in a context of "resolving conflicts," and treatment of the idea that appears to be unduplicated elsewhere. Another approach which is unique in its practicality is Loren Reid's in Speaking Well (3rd ed.) where he renders the concept more concretely than is the case in most texts. On page 52 of that text, Reid includes "intrapersonal and interpersonal exercises" that show how intrapersonal communication is linked to everyday life: persuading yourself to begin a difficult task, planning a schedule for an eventful week, preparing mentally for an important conversation or interview. He goes on in Chapter 10 on "Organizing Messages" to reflect on "organizing in intrapersonal communication." His treatment is not the heady stuff of philosophical abstraction, but it does demonstrate that the idea can be reduced to an understanding of its everyday applications.

Finally, a recent, thorough, and fresh approach to intrapersonal communication appears in Crable's Using Communication (1979). The treatment is unique in the same as was the Hopper and Whitehead book above in that both look at intrapersonal communication in the context of conflict or problem resolution. However, Crable's treatment is more extensive and more detailed than the others reviewed in this survey of texts. He does look at the intrapersonal setting in detail by relating it to "Intrapersonal Conflicts As Problems"--"The Self in Conflict," "The Self and Role Conflicts," "The Self and Decisions," "Conflicts Among Selves, Information, Behaviors, and Values," "Intrapersonal Conflict, Acceptance, and Mediation" are among his main headings in the chapter.

What can one conclude about the treatment of intrapersonal communication in basic course textbooks? The concept is treated all to rarely in communication texts. It is appearing less often than it used to in public speaking texts and it appears only about half the time in texts that cover communication contexts. Surprisingly, the concept is not routinely covered in instances where it might be highly appropriate. Once such instance is topic selection where an intrapersonal review of experiences, expertise, and qualifications is essential. Neither does it appear in the treatment of speech apprehension where systematic desentization is largely an intrapersonal exercise in projecting one's self into communication situations. Intrapersonal communication can be easily linked to mnemonics, invention, and disposition, but it rarely is. The concept of intrapersonal communication needs to be dusted off and refurbished in the texts of tomorrow.

INTRAPERSONAL

AUTHOR	TITLE	YEAR PUBL.	INTRAPERS.
Adler, R.B. & Rodman, G.	Understanding Human Comm.	1982	no
Allen, R.R. & McKerrow R.E.	The Pragmatics of Public Communication (2nd ed.)	1981	no
Applebaum, R.L. & Anatol, K.W.E.	Effective Oral Communication: For Business & the Professions	1982	no
Baird, J.E.	Speaking for Results: Communication by Objectives	1981	yes
Barrett, H.	Practical Methods in Speech		
	3rd Ed.	1973	yes
	5th ed.	1981	no
Book C.	Human Communication: Principles, Contexts & Skills	1980	no
Booth, Mayes, Biggs, Gantt & Valentine	Public Speaking: Theory and Practice	1978	no
Bradley, B.E.	Fundamentals of Speech Communication: The Credibility		
	3rd ed.	1981	no
Brooks, William D.	Speech Communication		
	2nd ed.	1974	yes
	3rd ed.	1978	yes
	4th ed.	1981	yes
Byrns, James H.	Speak for Yourself: An Introduction to Public Speaking	1981	no
Campbell, K.K.	The Rhetorical Act	1982	no
Capps, R. & O'Connor, J.R.	Fundamentals of Effective Speech Communication (2nd ed)	1975	yes
Cohen, Edwin	Speaking the Speech	1980	no
Crable, Richard E.	Using Communication	1979	yes
Cragan, J.F. & Wright D.S.	Introduction to Speech Communication	1980	no
DeVito, J.A.	The Elements of Public Speaking	1981	no
Ehninger, & Monroe	Principles and Types of Speech Communication	1982	no

AUTHOR	TITLE	YEAR PUBL	INTRAPERS.
Fletcher, Leon	How to Design and Deliver a Speech (2nd ed)	1979	no
Galvin, K. & Book, C.	Person to Person: An Intro. to Speech Communication	1977	yes
Garner, Alan	Conversationally Speaking	1981	no
Gibson, J.W. & Cornwell, C.	Creative Speech Communication	1979	no
Hance, Ralph & Wiksell	Principles of Speaking (3rd ed)	1975	no
Hart, Friedrich, Brooks	Public Communication	1975	no
Hasling, J.	The Message, The Speaker, The Audience (3rd Ed)	1982	no
Heun, Richard & Linda	Public Speaking: A New Speech Book	1979	yes
Hooper, R. & Whitehead J.	Communication Concepts & Skills	1979	yes
Hopkins, M.F. & Whitaker, B.	Comtemporary Speech: A Comprehensive Approach To Comm.	1976	yes
Jabusch, D.M. & Littlejohn, S.W.	Elements of Speech Communication: Achieving Competency	1981	no
Jeffrey, R.C. & Peterson, O.	A Text With Adapted Readings	1980	no
King, R.G.	Fundamentals of Human Comm.	1979	yes
Lederman, L.C.	New Dimensions: An Introd. to Human Communication	1977	yes
McAvley, J.G.	People to People: Essentials of Personal & Public Comm.	1979	yes
McCabb, B.P. & Bender, C.C.	Speaking as A Practical Matter (4th ed)	1981	no
Minnick, W.C.	Public Speaking	1979	no
Myers & Myers	Communicating When We Speak 1st ed. 2nd ed	 1975 1978	 yes yes
Nelson, P. & Pearson, J.	Confidence in Public Speaking	1981	no

AUTHOR	TITLE	YEAR PUBL.	INTRAPERS.
Osborn, M.	Speaking in Public	1982	no
Pearson, J. & Nelson, P.	Understanding & Sharing: An Intro. to Speech Comm.	1982	yes
Peterson, B.D. & Whiter, N.D. & Stephan E.G.	Speak Easy: An Intro. to Public Speaking	1980	no
Phillips, G.M. & Zolter, J.J.	Structuring Speech: A How to Do It Book About Public Speaking	1976	no
Reid, Loren	Speaking Well (2nd Ed)	1972	no
	3rd Ed.	1977	yes
	4th ed.	1982	no
Rein, I.J.	The Public Speaking Book	1981	no
Rodman, G.	Public Speaking: An Intro. to Message Preparation	1981	no
Rogge, E. & Ching J.C.	Advanced Public Speaking	1966	no
Ross, R.S.	Speech Communication Fundamentals and Practice (3rd Ed.)	1974	no
	4th Ed.	1977	no
	5th ed.	1980	no
Samovar, L.A. & Mills J.	Oral Communication: Message & Response (4th ed.)	1980	no
Scheider, T.M.	Speech Communication & Human Interaction	1972	maybe
Sprouse, J.M.	Communication Today	1981	yes
Stone, J. & Bachner, J.	Speaking Up: A Book for Every Woman Who Wants to Speak	1977	no
Strain, B. & Wysong, P.	Communication Skills	1979	no
Taylor, Rosegrant, Meyer, & Samples	Communicating (2nd Ed.)	1980	yes
Thompson, W.N.	Responsible & Effective Comm.	1978	no
Tubbs, S.L. & Moss S.	Human Communication (2nd Ed)	1974	no

AUTHOR	TITLE	YEAR PUBL	INTRAPERS.
Vasile, A.J. & Mintz, H.K.	Speak With Confidence: A Practical Guide	1980	no
Verderber, R.	The Challenge of Effective Speaking (3rd Ed.)	1976	no
	4th ed.	1979	no
	5th ed.	1982	no
	Communicate! (3rd ed)	1981	yes
Wall, K.W., Friederich, W.L.	Communication Skills: The Fundamentals	1982	no
Walter, O.M. & Scott, R.L.	Thinking & Speaking: A Guide to Intelligent Oral Communication (4th ed)	1979	no
Wilson & Arnold	Public Speaking As A Liberal Art (4th ed)	1978	no
Wood, J.T.	Human Communication: A Symbolic Interactionist Perspective	1982	yes
Zannes, E. & Goldhaber, G.	Stand Up, Speak Out	1978	no
Zimmerman, G.I.	Public Speaking Today	1979	no
Zimmerman, Owne & Siebert	Speech Communication(2nd ed)	1980	yes

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